



D. P. Fitzgerald
Director of Operations
Northeast Sales Area

SENT VIA E-Mail

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May 22, 1995

Region Managers

Subject: Updates on "Partners" Program Presentations and
Competitive Activity Recap

There is a need internally, for numerous groups to have a better understanding on the success we are having with our new Retail and Wholesale Partners presentations. Additionally, there is also an ongoing need to have a better handle on programs being sold by our competitors to our major trade partners.

In an effort to keep the gathering of this information as simple as possible, attached you will find four very simple recap forms designed to gather this information. You will note the chains and wholesalers we would like this information on are already included on the forms. The timing/frequency of when these reports are due into the Sales Area is also indicated on each recap. We would suggest that the RBM's be utilized to consolidate the information submitted by the CAM's and SAM's onto one form. The Region's consolidated version should be E-Mailed to me on or before the due dates indicated on the forms.

We do not want reams of information, it should be topline only in nature so we don't create another extensive tracking mechanism.

As information, the vision is to put the competitive information reporting on-line for CAM/SAM input in the future. This should allow us to get a better understanding of competitive programs before they actually get to retail and provide us time to formulate needed responses.

The first return date should be 5/26, with the second being 6/2. After these two reports you should submit every other week, so the third would be due 6/16.

Call if you have any questions.

Don

034DF/di
c: Dave Wilmesher

51850 3852

RETURN EVERY OTHER WEEK
STARTING MAY 19, 1995 AND
ENDING JULY 28

RETAIL "PARTNERS" PRESENTATIONS TOPLINE
TOP 100 RETAIL CHAINS

ACCOUNT/RJR REGION	ACCOUNT'S REACTION	PRESENTATION RESULTS	
		BRIEF COMMENTS	
Cumberland Farms / 1100			
Hannaford Brothers / 1100			
Stop & Shop / 1100			
B.J.'s Whol. Club / 1100			
Christy's Mkts. / 1100			
Store 24 / 1100			
Tedeschi Food Shops / 1100			
Pathmark Store / 1200			
Amerada Hess / 1200			
Ronet Co. / 1200			
Quick Chek Food Stores / 1200			
Allied Mgmt. / 1200			
Speedy Mart Corp. / 1200			
Bottom Line / 1200			
WAWA/Red Roof / 1300			
Sun Co.-APlus / 1300			
Turkey Hill / 1300			
Merit Oil / 1300			
Redner's Markets / 1300			
Heritage's Dairy / 1300			

Notes: 1.) Critical Region accounts can be added even if not in Top 100.

2.) Brief comments should include action that was agreed to to improve our business while kept to the most "significant" activity to be implemented

51858 05815

RETURN EVERY OTHER WEEK STARTING
MAY 19, 1995 AND STOPPING AFTER TOP 100
ACCOUNTS ARE CONTACTED.

WHOLESALE "PARTNERS" PRESENTATIONS TOPLINE
TOP 100 PARENT ACCOUNTS

ACCOUNT/RJR REGION	ACCOUNT'S REACTION	PRESENTATION RESULTS	
		BRIEF COMMENTS	
Cumberland Farms / 1100			
Garber Brothers / 1100			
Consumer Products / 1100			
Albert H. Notini / 1100			
NCC-Mansfield, MA / 1100			
Auburn Merchandise / 1100			
Bonanza Trading Co. / 1200			
Wakefern Food / 1200			
Planfield Tob. & Candy / 1200			
Middlesex Tobacco / 1200			
Supermarkets General / 1200			
Consolidated Simon Dist. / 1200			
Miller & Hartman / 1300			
T&C Distributing / 1300			
Norman J. Dressler / 1300			
Associated Whol. / 1300			
ACME Markets / 1300			
Joseph H. Stomel / 1300			
Harold Levinson / 1500			
Mark Steven / 1500			
NCC - Hauppauge / 1500			

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51850 3854

RETURN EVERY OTHER WEEK
 STARTING MAY 19, 1995
 THROUGHOUT 1995

COMPETITIVE PROMOTION ACTIVITY
TOP 100 RETAIL CHAINS

ACCOUNT/RJR REGION	PROGRAM SOLD TO ACCOUNT			
	PROGRAM	TIMING	GEOGRAPHY	COMMENTS
Cumberland Farms / 1100				
Hannaford Brothers / 1100				
Stop & Shop / 1100				
B.J.'s Whol. Club / 1100				
Christy's Mkts. / 1100				
Store 24 / 1100				
Tedeschi Food Shops / 1100				
Pathmark Store / 1200				
Amerada Hess / 1200				
Ronnet Co. / 1200				
Quick Chek Food Stores / 1200				
Allied Mgmt. / 1200				
Speedy Mart Corp. / 1200				
Bottom Line / 1200				
WAWA/Red Roof / 1300				
Sun Co.-APlus / 1300				
Turkey Hill / 1300				
Merit Oil / 1300				
Redner's Markets / 1300				
Heritage's Dairy / 1300				

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RETURN EVERY OTHER WEEK
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THROUGHOUT 1995.

COMPETITIVE PROMOTION ACTIVITY
TOP 100 RETAIL DIRECT ACCOUNTS AND THEIR "SHIP-TO'S"

ACCOUNT/RJR REGION	PROGRAM SOLD TO ACCOUNT			
	PROGRAM	TIMING	GEOGRAPHY	COMMENTS
Cumberland Farms / 1100				
Garber Brothers / 1100				
Consumer Products / 1100				
Albert H. Notini / 1100				
NCC-Mansfield, MA / 1100				
Auburn Merchandise / 1100				
Bonanza Trading Co. / 1200				
Wakefern Food / 1200				
Planfield Tob. & Candy / 1200				
Middlesex Tobacco / 1200				
Supermarkets General / 1200				
Consolidated Simon Dist. / 1200				
Miller & Hartman / 1300				
T&C Distributing / 1300				
Norman J. Dressler / 1300				
Associated Whol. / 1300				
ACME Markets / 1300				
Joseph H. Stomel / 1300				
Harold Levinson / 1500				
Mark Steven / 1500				
NCC - Hauppauge / 1500				

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958E 05815

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ENDING JULY 28.

RETAIL "PARTNERS" PRESENTATIONS TOPLINE
TOP 100 RETAIL CHAINS

ACCOUNT/RJR REGION	ACCOUNT'S REACTION	PRESENTATION RESULTS	
		BRIEF COMMENTS	
Orloski's / 1300			
Dairy Mart / 1500			
Xtra Mart / 1500			
Food Bag Conv. Stores / 1500			
Mid-Valley Oil / 1500			
Hendel's Inc. / 1500			
Mercury Fuel / 1500			
Cost Plus / 1500			
Penn Traffic / 1600			
BP America / 1600			
Wegman's / 1600			
MGI / 1600			
Country Fair / 1600			
Discount Drug Mart / 1600			
Wilson Farms / 1600			
Sheetz / 1700			
Weis Markets / 1700			
Uni-Mart / 1700			
Giant Foods / 1700			
Giant Eagle/S&H / 1700			
Phar-Mor / 1700			
Giant Eagle / 1700			

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RETURN EVERY OTHER WEEK STARTING
MAY 19, 1995 AND STOPPING AFTER TOP 100
ACCOUNTS ARE CONTACTED.

WHOLESALE "PARTNERS" PRESENTATIONS TOPLINE
TOP 100 PARENT ACCOUNTS

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RETURN EVERY OTHER WEEK
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 THROUGHOUT 1995

COMPETITIVE PROMOTION ACTIVITY
TOP 100 RETAIL CHAINS

PROGRAM SOLD TO ACCOUNT				
ACCOUNT/RJR REGION	PROGRAM	TIMING	GEOGRAPHY	COMMENTS
Orloski's / 1300				
Dairy Mart / 1500				
Xtra Mart / 1500				
Food Bag Conv. Stores / 1500				
Mid-Valley Oil / 1500				
Hendel's Inc. / 1500				
Mercury Fuel / 1500				
Cost Plus / 1500				
Penn Traffic / 1600				
BP America / 1600				
Wegman's / 1600				
MGI / 1600				
Country Fair / 1600				
Discount Drug Mart / 1600				
Wilson Farms / 1600				
Sheetz / 1700				
Weis Markets / 1700				
Uni-Mart / 1700				
Giant Foods / 1700				
Giant Eagle/S&H / 1700				
Phar-Mor / 1700				
Giant Eagle / 1700				

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THROUGHOUT 1995.**

COMPETITIVE PROMOTION ACTIVITY
TOP 100 RETAIL DIRECT ACCOUNTS AND THEIR "SHIP-TO'S"

[illegible]

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